

ORDER



Orders

Order / Rev:	1264379
Alt Order #:	WOC14528027
Product Desc:	Issue
Estimate:	12908
Flight Dates:	10/22/24 - 10/28/24
Original Date / Rev:	03/11/24 / 03/11/24
Order Type:	GENERAL

Primary AE:	Margie MacDonald
Sales Office:	EWSDC
Sales Region:	NAT

TODAY'S TMJ4

Agency

Name:	<u>Waterfront Strategies</u>
Buying Contact:	
Billing Contact:	<u>Rick Weiner</u>
	<u>3050 K Street NW</u>
	<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	WinSenate
Demographic:	A35+
Product Codes:	Non-Ballot Issue
Revenue Code 1:	DISC
Revenue Code 2:	POL
Revenue Code 3:	ISS
Priority:	P-2

New Business End:	
Advertiser External ID:	280053
Agency External ID:	123989
Unit Code:	General
Order Separation:	00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/27/24	152	\$195,550.00	\$166,217.50
10/28/24	10/28/24	29	\$24,500.00	\$20,825.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	152	\$195,550.00	\$166,217.50	0.00
November 2024	29	\$24,500.00	\$20,825.00	0.00
Totals	181	\$220,050.00	\$187,042.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTMJ	10/22/24	10/28/24	4-5am Early Today 4-5am Early Today (Program: EARLY TODAY-NBC) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	4:30 XM-5:00 XM (4:30 XM-5:00 XM)	MTWT--S	:30	5	\$75.00	P-2	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/24	10/28/24	MTWT--S		5				\$75.00		0.00			
N 2	WTMJ	10/22/24	10/28/24	5-6am Daybreak Early 5-6am Daybreak Early (Program: TMJ4 NEWS TODAY 5AM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	5-6am	MTWTF--	:30	10	\$175.00	P-2	0.00	NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/24	10/28/24	MTWTF--		10				\$175.00		0.00			
N 3	WTMJ	10/22/24	10/28/24	6-7am Live at Daybreak 6-7am Live at Daybreak (Program: TMJ4 NEWS TODAY 6AM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	6-7am	MTWTF--	:30	10	\$500.00	P-2	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/24	10/28/24	MTWTF--		10				\$500.00		0.00			
N 4	WTMJ	10/22/24	10/28/24	M-F 7-9am Today Show 7-9am Today Show (Program: TODAY SHOW) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	7-9am	MTWTF--	:30	10	\$750.00	P-2	0.00	NM	10	\$7,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/24	10/28/24	MTWTF--			10		\$750.00	0.00					
N 5	WTMJ	10/22/24	10/26/24	SA 5-7am Daybreak SA 5-7am Daybreak	CM	5-7am	-----S-	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
(Program: TMJ4 NEWS TODAY SAT) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/21/24	10/27/24	-----S-			2		\$175.00	0.00					
N 6	WTMJ	10/22/24	10/26/24	Saturday Today Show Saturday Today Show	CM	7-9am	-----S-	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
(Program: SAT TODAY-NBC) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/21/24	10/27/24	-----S-			2		\$375.00	0.00					
N 7	WTMJ	10/22/24	10/27/24	SU 5-7am Daybreak SU 5-7am Daybreak	CM	5-7am	-----S	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
(Program: TMJ4 NEWS TODAY SUN) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/21/24	10/27/24	-----S			2		\$175.00	0.00					
N 8	WTMJ	10/22/24	10/27/24	Sunday Today Show Sunday Today Show	CM	7-8am	-----S	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
(Program: SUN TODAY-NBC) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/21/24	10/27/24	-----S			2		\$600.00	0.00					
N 9	WTMJ	10/22/24	10/27/24	Meet The Press Meet The Press	CM	8-9am	-----S	:30	2	\$1,250.00	P-2	0.00	NM	2	\$2,500.00
(Program: MEET PRESS-SUN) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/21/24	10/27/24	-----S			2		\$1,250.00	0.00					
N 10	WTMJ	10/22/24	10/27/24	Alliant Energy Powerhouse Alliant Energy Powerhouse	CM	5am-7pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
(Program: ALLIANT ENERGY) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/21/24	10/27/24	-----S			1		\$250.00	0.00					
N 11	WTMJ	10/22/24	10/28/24	9-10am Morning Blend 9-10am Morning Blend	CM	9-10am	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
(Program: MORNING BLEND) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/24	10/28/24	MTWTF--			5		\$125.00	0.00					
N 12	WTMJ	10/22/24	10/28/24	M-F 10-11am Today II 10-11am Megyn Kelly Today	CM	10-11am	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
(Program: TODAY THIRD HOUR) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/24	10/28/24	MTWTF--			5		\$200.00	0.00					
N 13	WTMJ	10/22/24	10/28/24	M-F 11am-12pm Hoda/Jenna 11am-12pm Hoda/Jenna	CM	11am-12pm	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
(Program: TODAY WITH HODA & JENNA) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/24	10/28/24	MTWTF--			5		\$200.00	0.00					
N 14	WTMJ	10/22/24	10/28/24	M-F 12-1pm News ROT 12-1pm News ROT	CM	12-1pm	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
(Program: LIVE AT 12-1P NEWS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/24	10/28/24	MTWTF--			5		\$450.00	0.00					
N 15	WTMJ	10/22/24	10/28/24		CM	1-2pm	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1p-2p M-F 1p-2p (Program: NBC NEWS DAILY) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/22/24 10/28/24 MTWTF-- 5 \$450.00 0.00											
N 16	WTMJ	10/22/24	10/28/24	M-F 2p-3pm M-F 2p-3pm (Program: SCRIPPS NEWS LIVE) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on The List/Afternoon Focus airing 4th Q 2022	CM	2-3pm	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/22/24 10/28/24 MTWTF-- 5 \$100.00 0.00											
N 17	WTMJ	10/22/24	10/25/24	M-F 230p-3p M-F 230p-3p (Program: POSITIVELY MILWAUKEE) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	M-F 230p-3p	----F--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/21/24 10/27/24 ----F-- 5 \$100.00 0.00											
N 18	WTMJ	10/22/24	10/28/24	M-F 3-4pm M-F 3-4pm (Program: KELLY CLARKSON) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	3-4pm	MTWTF--	:30	10	\$250.00	P-2	0.00	NM	10	\$2,500.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/22/24 10/28/24 MTWTF-- 10 \$250.00 0.00											
N 19	WTMJ	10/22/24	10/28/24	M-F 4-5pm News M-F 4-5pm News (Program: TMJ4 NEWS AT 4PM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MTWTF--	:30	5	\$550.00	P-1	0.00	NM	5	\$2,750.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/22/24 10/28/24 MTWTF-- 5 \$550.00 0.00											
N 20	WTMJ	10/22/24	10/28/24	M-F 4-5pm News M-F 4-5pm News (Program: TMJ4 NEWS AT 4PM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	4-5pm	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/22/24 10/28/24 MTWTF-- 5 \$500.00 0.00											
N 21	WTMJ	10/22/24	10/28/24	M-F 4-5pm News M-F 4-5pm News (Program: TMJ4 NEWS AT 4PM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/22/24 10/28/24 MTWTF-- 5 \$600.00 0.00											
N 22	WTMJ	10/22/24	10/28/24	5-530pm Live at 5 News 5-530pm Live at 5 News (Program: TMJ4 NEWS AT 5PM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	5-530pm	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/22/24 10/28/24 MTWTF-- 5 \$800.00 0.00											
N 23	WTMJ	10/22/24	10/28/24	M-F NBC Nightly News M-F NBC Nightly News (Program: NBC NITELY NWS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	530-6pm	MTWTF--	:30	5	\$5,000.00	P-2	0.00	NM	5	\$25,000.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/22/24 10/28/24 MTWTF-- 5 \$5,000.00 0.00											
N 24	WTMJ	10/22/24	10/28/24	6-630pm Live at 6pm News 6-630pm Live at 6pm News (Program: TMJ4 NEWS AT 6PM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	6-630pm	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/22/24 10/28/24 MTWTF-- 5 \$1,000.00 0.00											
N 25	WTMJ	10/22/24	10/26/24	SA 5-530pm Live at 5 SA 5-530pm Live at 5 (Program: TMJ4 NEWS AT 5PM SAT)	CM	5-530pm	-----S-	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00

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4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/21/24		10/21/24	10/27/24	-----S-					1	\$525.00		0.00			
N 26	WTMJ	10/22/24	10/26/24	SAT NBC Nightly News CM		530-6p	-----S-	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				SAT NBC Nightly News											
				(Program: NBC-NWS SAT)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/21/24		10/21/24	10/27/24	-----S-					1	\$5,000.00		0.00			
N 27	WTMJ	10/22/24	10/26/24	SA 6-630pm Live at 6 CM		6-630pm	-----S-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				SA 6-630pm Live at 6											
				(Program: TMJ4 NEWS AT 6PM SAT)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/21/24		10/21/24	10/27/24	-----S-					1	\$550.00		0.00			
N 28	WTMJ	10/22/24	10/27/24	SU 5-530pm Live at 5 CM		5-530pm	-----S	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00
				SU 5-530pm Live at 5											
				(Program: TMJ4 NEWS AT 5PM SUN)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/21/24		10/21/24	10/27/24	-----S					1	\$525.00		0.00			
N 29	WTMJ	10/22/24	10/28/24	Milwaukee Tonight CM		630-7pm	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
				Milwaukee Tonight											
				(Program: MILWAUKEE TONIGHT)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/24		10/22/24	10/28/24	MTWTF--					5	\$700.00		0.00			
N 30	WTMJ	10/22/24	10/28/24	M-F Live at 10pm News CM		10-1035pm	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				M-F Live at 10pm News											
				(Program: TMJ4 NEWS AT 10PM)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/24		10/22/24	10/28/24	MTWTF--					5	\$1,000.00		0.00			
N 31	WTMJ	10/22/24	10/26/24	SA Live at 10pm News CM		10-1030pm	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				SA Live at 10pm News											
				(Program: TMJ4 NEWS AT 10PM SAT)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/21/24		10/21/24	10/27/24	-----S-					1	\$1,000.00		0.00			
N 32	WTMJ	10/22/24	10/27/24	SU Live at 10pm News CM		10-1035pm	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				SU Live at 10pm News											
				(Program: LIVE AT 10PM AFTER NFL)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on Late News after NFL Sep21-Jan22 and Sep22-Jan23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/21/24		10/21/24	10/27/24	-----S					1	\$1,000.00		0.00			
N 33	WTMJ	10/22/24	10/28/24	Tonight Show CM		1035-1137pm	MTWTF--	:30	10	\$500.00	P-3	0.00	NM	10	\$5,000.00
				Tonight Show											
				(Program: TONITE SHW-NBC)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/24		10/22/24	10/28/24	MTWTF--					10	\$500.00		0.00			
N 34	WTMJ	10/22/24	10/28/24	Late Night CM		1137pm-1237am	MTWTF--	:30	10	\$200.00	P-3	0.00	NM	10	\$2,000.00
				Late Night											
				(Program: SETH MEYERS LATE NIGHT)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/24		10/22/24	10/28/24	MTWTF--					10	\$200.00		0.00			
N 35	WTMJ	10/22/24	10/28/24	Monday Prime A CM		7-8p/7-9p	M-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
				Monday NBC Prime A											
				(Program: THE VOICE)											
4Q24 COMSCORE (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/24		10/22/24	10/28/24	M-----					1	\$5,000.00		0.00			

Order / Rev: 1264379
Alt Order #: WOC14528027
Flight Dates: 10/22/24 - 10/28/24

Advertiser: WinSenate
Product Desc: Issue
Estimate: 12908

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N36	WTMJ	10/22/24	10/28/24	Monday Prime C Monday NBC Prime C (Program: QUANTUM LEAP) 4Q24 COMSCORE (sell) - MILWAUKEE	CM	9-10pm	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/24	10/28/24	M-----	1		\$3,000.00		0.00						
N37	WTMJ	10/22/24	10/22/24	Tuesday Prime A Tuesday NBC Prime A (Program: THE VOICE) 4Q24 COMSCORE (sell) - MILWAUKEE	CM	7-8p/7-9p	-T-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/21/24	10/27/24	-T-----	1		\$5,000.00		0.00						
N38	WTMJ	10/22/24	10/22/24	Tuesday Prime B Tuesday NBC Prime B (Program: LA BREA) 4Q24 COMSCORE (sell) - MILWAUKEE	CM	8-9p/8-10p	-T-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/21/24	10/27/24	-T-----	1		\$3,500.00		0.00						
N39	WTMJ	10/22/24	10/22/24	Tuesday Prime C Tuesday NBC Prime C (Program: NEW AMSTERDAM) 4Q24 COMSCORE (sell) - MILWAUKEE	CM	9-10pm	-T-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/21/24	10/27/24	-T-----	1		\$4,000.00		0.00						
N40	WTMJ	10/22/24	10/23/24	Wednesday Prime A Wednesday NBC Prime A (Program: CHICAGO MED) 4Q24 COMSCORE (sell) - MILWAUKEE	CM	7-8p/7-9p	--W----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/21/24	10/27/24	--W----	1		\$4,000.00		0.00						
N41	WTMJ	10/22/24	10/23/24	Wednesday Prime B Wednesday NBC Prime B (Program: CHICAGO FIRE) 4Q24 COMSCORE (sell) - MILWAUKEE	CM	8-9p/8-10p	--W----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/21/24	10/27/24	--W----	1		\$4,500.00		0.00						
N42	WTMJ	10/22/24	10/23/24	Wednesday Prime C Wednesday NBC Prime C (Program: CHICAGO PD) 4Q24 COMSCORE (sell) - MILWAUKEE	CM	9-10pm	--W----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/21/24	10/27/24	--W----	1		\$4,000.00		0.00						
N43	WTMJ	10/22/24	10/24/24	Thursday Prime A Thursday NBC Prime A (Program: LAW & ORDER) 4Q24 COMSCORE (sell) - MILWAUKEE	CM	7-8p/7-9p	---T---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/21/24	10/27/24	---T---	1		\$1,500.00		0.00						
N44	WTMJ	10/22/24	10/24/24	Thursday Prime B Thursday NBC Prime B (Program: LAW & ORDER SVU) 4Q24 COMSCORE (sell) - MILWAUKEE	CM	8-9p/8-10p	---T---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/21/24	10/27/24	---T---	1		\$3,000.00		0.00						
N45	WTMJ	10/22/24	10/24/24	Thursday Prime C Thursday NBC Prime C (Program: LAW & ORDER OC) 4Q24 COMSCORE (sell) - MILWAUKEE	CM	9-10pm	---T---	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/21/24	10/27/24	---T---	1		\$3,500.00		0.00						
N46	WTMJ	10/22/24	10/25/24	Friday Prime A Friday NBC Prime A (Program: COLLEGE BOWL)	CM	7-8p/7-9p	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00

Order / Rev: 1264379
 Alt Order #: WOC14528027
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TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4Q24 COMSCORE (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	----F--					1	\$1,200.00		0.00			
N47	WTMJ	10/22/24	10/25/24	Friday Prime B	CM	8-9p/8-10p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				Friday NBC Prime B											
		(Program: DATELINE)													
4Q24 COMSCORE (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	----F--					1	\$2,500.00		0.00			
N48	WTMJ	10/22/24	10/26/24	Saturday Prime A	CM	7-8p/7-9p	-----S-	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
				Saturday NBC Prime A											
		(Program: LAW & ORDER)													
4Q24 COMSCORE (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S-					1	\$1,250.00		0.00			
N49	WTMJ	10/22/24	10/26/24	Saturday Prime B	CM	8-9p/8-10p	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Saturday NBC Prime B											
		(Program: DATELINE)													
4Q24 COMSCORE (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S-					1	\$1,500.00		0.00			
N50	WTMJ	10/22/24	10/26/24	Saturday Prime C	CM	9-10pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Saturday NBC Prime C											
		(Program: SATURDAY NIGHT LIVE PRIME)													
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on SNL Prime Sep22-Apr23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S-					1	\$2,000.00		0.00			
N51	WTMJ	10/22/24	10/26/24	Saturday Prime C	CM	9-10pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Saturday NBC Prime C											
		(Program: SNL VINTAGE)													
4Q24 COMSCORE (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S-					1	\$2,000.00		0.00			
N52	WTMJ	10/22/24	10/26/24	Big Ten FB - Day Game	CM	11am-630pm	-----S-	:30	1	\$12,500.00	P-1	0.00	NM	1	\$12,500.00
				Big Ten FB - WISCONSIN											
		(Program: CFB BIG TEN WISCONSIN)													
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based upon Big 10 Wisconsin games on WITI in 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S-					1	\$12,500.00		0.00			
N53	WTMJ	10/22/24	10/26/24	Big Ten FB - Prime Game	CM	630-11pm	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				Big Ten FB - Prime Game											
		(Program: CFB BIG TEN PRIME)													
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based upon Big 10 games on WITI in 2022 minus Wisconsin games															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S-					1	\$3,000.00		0.00			
N54	WTMJ	10/22/24	10/26/24	Big Ten FB - Prime Game	CM	630-11pm	-----S-	:30	1	\$15,000.00	P-1	0.00	NM	1	\$15,000.00
				Big Ten FB - WISCONSIN											
		(Program: CFB BIG TEN WISCONSIN)													
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based upon Big 10 Wisconsin games on WITI in 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S-					1	\$15,000.00		0.00			
N55	WTMJ	10/22/24	10/26/24	Big Ten FB - Prime Game	CM	630-11pm	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				Big Ten FB - Prime Game											
		(Program: CFB NOTRE DAME PRIME)													
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based upon Notre Dame 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S-					1	\$3,000.00		0.00			
N56	WTMJ	10/22/24	10/27/24	Nascar	CM	12pm-11pm	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Nascar											
		(Program: NASCAR CUP SERIES)													
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on NASCAR 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S					1	\$600.00		0.00			

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TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 57	WTMJ	10/22/24	10/27/24	Su - NFL Pre-Game FNIA NFL Pregame FNIA (Program: NFL FOOTBALL NIGHT AMER) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based upon FNIA Sep22-Jan23	CM	6-715pm	-----S	:30	1	\$12,500.00	P-1	0.00	NM	1	\$12,500.00
														1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/21/24		10/21/24	10/27/24	-----S	1		\$12,500.00		0.00						
N 58	WTMJ	10/22/24	10/27/24	NFL Game Sunday NFL Game Sunday (Program: NFL SNF NON-PACKERS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based upon Sep22-Jan23 SNF minus Packer games	CM	12pm-12am	-----S	:30	1	\$25,000.00	P-1	0.00	NM	1	\$25,000.00
														181	\$220,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/21/24		10/21/24	10/27/24	-----S	1		\$25,000.00		0.00						
Totals														181	\$220,050.00